

EXHIBITOR'S CAMPAIGN MANUAL

CAST

Jimmie Rodgers	Chad
Luana Patten	Melissa Turner
Chill Wills	Major Buford
Linda Hutchings	Margaret Dean
Robert Dix	Caleb Turner
George Kennedy	Nathan Dillon
Shirley O'Hara	Mrs. Turner
Ken Miller	Reuben
Neil Hamilton	General Dean
Lois January	Mrs. Dean

THE THRILLING ADVENTURE OF THE KENTUCKY MOUNTAIN KID WHO FOUGHT...AND CAPTURED THE HEART OF THE SOUTH!

At last the beloved novel is on the screen in **CINEMASCOPE** and **COLOR** by DE LUXE

Hear Jimmie Sing: "LITTLE SHEPHERD OF KINGDOM COME" and "WHEN LOVE IS YOUNG"

starring **JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS**
 Co-starring **LINDA HUTCHINGS** Produced by **MAURY DEXTER** Directed by **ANDREW D. MCLAGLEN** Screenplay by **BARRE LYNDON**
 Based on the Novel by JOHN FOX JR.

S I G

CREDITS

Directed by **Andrew McLaglen**

Screenplay **Barre Lyndon**

Produced by **Maury Dexter**

Director of Photography **Floyd Crosby, A.S.C.**

Supervising Film Editor **Jodie Copelan, A.C.E.**

Production Supervisor **Harold E. Knox**

Assistant Director **Ira Stewart**

Set Decorator **Joseph Kish**

Wardrobe **Clark Ross**

Makeup **Jack Obringer**

Music **Henry Vars**

Based on the novel by John Fox, Jr.
 A CinemaScope DeLuxe Color Picture
 Released through Twentieth Century-Fox Film Corporation.

MAT-304

132 lines x 3 cols. (396 lines)
 3 cols. x 9 1/2 inches

SYNOPSIS

(Not For Publication)

Chad (JIMMIE RODGERS), the "Little Shepherd of Kingdom Come," is a Kentucky Mountain boy in his late teens. His family has been wiped out by sickness and he is bound over to Nathan Dillon (GEORGE KENNEDY) to work out the family's debts. He escapes with his dog, Luke, only to run into Dillon again in the small rural community of Kingdom Come, where he is rescued by Caleb Turner (ROBERT DIX), blacksmith and schoolmaster, and taken to live at the Turner home.

Chad gets along very well with Mr. and Mrs. Caleb Turner (SHIRLEY O'HARA), their younger son, Reuben (KEN MILLER), and their pretty teenage daughter, Melissa (LUANA PATTEN). While learning about farming he is also given school work by Caleb, who imbues the boy with a desire to go to college.

When it comes time to float logs down the river from Kingdom Come to Lexington, Chad goes along with the idea of entering college. In Lexington he bids \$5.00 for a thoroughbred horse at an auction, and attracts the attention of Major Buford (CHILL WILLS), a wealthy widower, who suggests that the boy stay at his home while going to school. Buford soon begins to look upon Chad as a son, enters him at Fayette College and sponsors him with the local gentry. Although busy attending college and carrying the mail for income,

Chad falls in love with Margaret (LINDA HUTCHINGS), daughter of General (NEIL HAMILTON) and Mrs. Dean (LOIS JANUARY), neighbors of the Bufords.

News of the outbreak of the War Between the States comes during a ball at Buford's home. After the guests have left Chad painfully tells the Major that it is his decision to go with the North.

Chad joins Caleb Turner and enlists in the Union Army where he is put to work riding dispatches. He returns briefly to Kingdom Come to see Melissa, since he is naturally estranged from the Dean family owing to his choice. Returning from Kingdom Come he is ambushed by Nathan Dillon, now a cut-throat guerilla, and kills Dillon's son while escaping. Returning to his company, he moves South and the Union forces retake Lexington.

Chad's next assignment is to cut off the Southern forces near Kingdom Come where he finds himself fighting a group under the command of Major Buford. Both the Major and Chad are wounded and Caleb is killed. After the Major and Chad have made their peace Buford dies. Chad and Melissa return to the scene of the battle after the war and place a joint tombstone over the graves of Caleb and Buford on it is engraved the legend: "Every man on both sides was in the right who did his duty."

PUBLICITY

"THE LITTLE SHEPHERD OF KINGDOM COME" BRINGS GREAT CLASSIC OF SOUTH TO SCREEN

SINGING IDOL IN FILM DEBUT

The most demanding press agent could scarcely ask for a more dramatic motion picture debut than that of Jimmie Rodgers, celebrated young folk singer and idol of millions of young Americans who has parlayed an unbroken string of record hits into his own TV show, and now makes his first screen appearance as the star of "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the world renowned Southern classic, opening at the Theatre.

Co-starred with Chill Wills, Luana Patten and Linda Hutchings, Rodgers was an astute choice for the role of the shepherd boy. As Chad, bible-quoting Kentucky Mountain teenager in the rural Southland community of Kingdom Come, where sickness has wiped out his entire family, Rodgers crystallizes for us the character of the beloved hero of John Fox's novel. The rich and exciting course of Chad's life takes him from a rural childhood into the elegant society of Kentucky, where he is educated and raised by kindly Major Buford (Chill Wills). Rodgers interprets with realism and tenderness the boy's discovery of the meaning of love, as he meets and falls in love with Margaret Dean (Linda Hutchings), a disarming Southern belle.

A high point in the film comes when Rodgers must portray a dramatic conflict of moral purpose as he pledges his allegiance to the Northern forces during the War between the States and finds himself face-to-face in battle with the man who has raised him. Through the courage and devotion of the girl back home, faithful Melissa (Luana Patten), he achieves peace of mind and the values of truth in a difficult maturity.

Jimmie Rodgers as an actor carries a rare appeal with a combination of polished voice, warm, smooth delivery, and a genuine love for singing and acting. In a role that would offer serious challenge even to an actor of experience, Rodgers demonstrates surprising flexibility. He sings two enchanting new songs written especially for him, and assures his new status as one of the screen's brightest current finds.

Born near the Oregon border, Jimmie received his early musical training by singing in church choirs. He learned to play the guitar in Korea, during a stint with the Air Force, entertaining his fellow G.I.'s and later putting his talent to work professionally in Nashville, Tennessee.

Before the singer made his first record hit, "Honeycomb," there was a time when he and his young wife lived on penny candies. Now that his career is booming, the popular young star insists on eating "steak and potatoes and chocolate cake as often as possible."

Jimmie's career has run the gamut from tent shows and backwoods-lodges to the glittering world of night clubs and concert halls. America's singing favorite of youngsters 9 to 90, he may well be making the kind of history, in "The Little Shepherd of Kingdom Come" that was made back in 1928 by another youngster in the film business, Richard Barthelmess, darling of the ladies, who starred as the original tousel-haired "Chad" in the silent version of the tale all America loves.

LUANA PATTEN, BLUE-GRASS BEAUTY

The signing of Luana Patten to co-star with Jimmie Rodgers and Chill Wills in "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the South's beloved classic, opening at the Theatre, highlights the studio's policy of showcasing young players and "fresh faces."

In the film, Luana plays the important role of Melissa Turner, pretty teenage daughter of the Kentucky family that befriends the orphaned mountain boy Chad (Jimmie Rodgers). Melissa stands by the little shepherd through his painful growing-up period during the War between the States when all other loyalties are confused in the turmoil of one of history's bloodiest eras. Luana Patten adds flavor and charm to this classic characterization, a role once played by silent screen star Molly O'Day co-starred with Richard Barthelmess.

Luana started her career as a child model, then went on to become an important Walt Disney star at the age of six. She was the little girl who warmed the hearts of millions as the Southern plantation moppet who sat on Uncle Remus' lap in "Song of the South."

She graduated from high school in Long Beach in 1956 and within 24 hours had a call from her agent, asking her to return to the screen from which she had been absent since pigtails. Another 24 hours found her co-starred with Sal Mineo and John Saxon in "Rock Pretty Baby."



Jimmie Rodgers bids farewell to his former Southern sweetheart (Linda Hutchings) after making the difficult decision to join the Union forces in the celebrated classic "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color release also starring Luana Patten, Chill Wills, and opening at the Theatre **Mat 2B**

Jimmie Rodgers, Luana Patten, Chill Wills Star In Poignant Epic Of War Between The States

(Newspaper Advance)

One of the best-loved classics in American fiction comes to brilliant and heartwarming rebirth in "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the epic drama of the South starring America's folk-singing idol Jimmie Rodgers in his first screen role, with Luana Patten, Chill Wills and Linda Hutchings, opening at the Theatre.

The "little shepherd" is a Kentucky mountain teen-ager (Jimmie Rodgers) orphaned and bound over to work off his dead family's debts in the home of a sadistic guardian (George Kennedy). Unable to bear the wretchedness of this household, Chad flees with his dog, Luke, to the rural community of Kingdom Come where a gentle schoolmaster and his wife, the Turners, (Robert Dix and Shirley O'Hara) give him shelter with their own

youngsters and imbue him with an ambition to acquire an education. The warm and endearing nature of the relationship between the Turners and their children, and the affection of young Melissa Turner (Luana Patten) give Chad his first insight into the real meaning of family security.

Chad's fortunes take an impressive turn when he is sent to Lexington to live with wealthy

Confederate widower Major Buford (Chill Wills) and to attend college. His entry into society exposes him to the love of an arch Southern belle named Margaret, (Linda Hutchings), whose influence blots out his early loyalty to the Turners and their daughter. But when the War Between the States casts its sorrowful shadow across the South, Chad's decision is a startling one: he joins the forces of the North and finds himself suddenly estranged, by principle and choice, from those who have befriended him, and re-aligned with Melissa and the Turners of his early youth.

BATTLES CONFEDERATES

Leading a battle against the Confederate forces headed by his friend Major Buford, Chad knows the agony of watching his benefactor die at the hands of Union men. It is a painful lesson in the amorality of war, and Chad must pay the price of growing up in the South during an era of upheaval, but in the end, he knows, with Melissa at his side, that he will face the future with a new and richer maturity.

In the role of "Chad," a characterization made famous years back by silent-screen star Richard Barthelmess, Jimmie Rodgers reveals an extraordinary depth as a serious actor, a new aspect of a career which has swept this young folk-crooner from obscurity to a top-spot in the nation's roster of song-mongering idols.

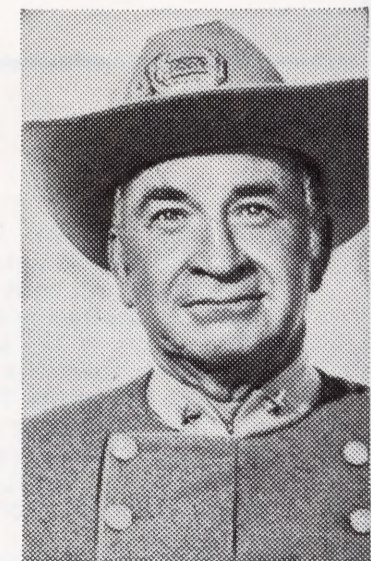
LOVELY LUANA PATTEN

Luana Patten, as "Melissa," is refreshingly direct, warm, spontaneous, justifying all the faith that was invested in her career by her discoverer, Walt Disney, and her promise in earlier films "Home From the Hill" and "Go Naked in the World."

Veteran character player Chill Wills who makes any role he undertakes a memorable experience in theatre, is touching and stalwart as Major Buford, the Southern aristocrat seemingly "betrayed" by the boy he has befriended.

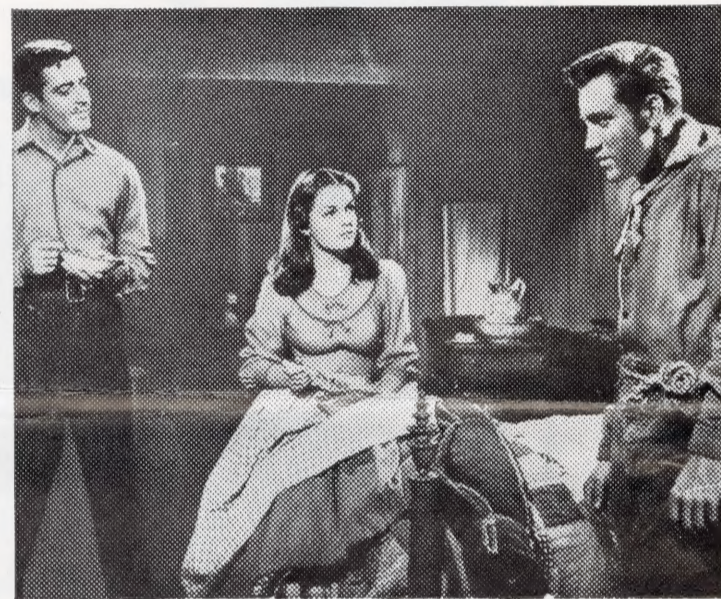
Produced by Maury Dexter, directed by Andrew D. McLaglen, "The Little Shepherd of Kingdom Come" is first-rank and wholesome entertainment for the entire family.

VETERAN STAR



Chill Wills, veteran character actor, plays a Confederate Colonel in the 20th Century-Fox CinemaScope DeLuxe Color version of the Southern classic "The Little Shepherd of Kingdom Come" opening at the Theatre. **Mat 1C**

CRISIS IN YOUNG LOVE-TRIANGLE SPLITS PATTEN, JIMMIE RODGERS



Robert Dix, Luana Patten and Jimmie Rodgers in a dramatic moment from the famous classic of the Southland "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color production marking Rodgers' screen debut and also starring Chill Wills, Linda Hutchings, opening at the Theatre. **Mat 2C**

CHILL WILLS AS SOUTHERN ARISTOCRAT STARS IN FAMOUS FICTION CLASSIC

Chill Wills, one of the screen's best-loved character actors co-stars with Jimmie Rodgers, Luana Patten and Linda Hutchings in the famous classic of the South during the war between the States, "The Little Shepherd of Kingdom Come," a 20th Century-Fox release in CinemaScope and DeLuxe Color opening at the Theatre.

The veteran performer, whose face and friendliness are familiar Hollywood trademarks, portrays aristocratic Major Buford, Confederate soldier, another warm, lovable characterization in a long list of film successes. In the classic story, a favorite of children the world over, Wills is a Southern citizen who befriends the young Kentucky orphan Chad (Jimmie Rodgers), gives him a fine education, introduces him into cosmopolitan society and then has to face him as an official enemy on the battlefields.

In a genial approach to the role of the major, Wills wins the shepherd boy's trust and respect, later watches him join the Northern forces with heartbreak for both. It is a distinguished performance and another feather in the professional cap of the good-natured drawing Texan.

Wills began his career as a comedian and guitar player with Texas medicine shows. A vaudeville date at the Los Angeles Coconut Grove brought him to the attention of Hollywood film producers. Compared widely with the late Will Rogers, he has starred in more than 63 major productions since his early Coconut Grove days and still claims to be a fair hand with the guitar.

With his folksy charm and genuine smile, Wills has entertained millions in a long line of first-rate films. He was the voice of "Francis the Talking Mule" in that popular series and has appeared prominently in "The Sundowners," "Small Town Girl," "Cattle Drive," and the recently acclaimed production of John Wayne's "The Alamo." "The Little Shepherd of Kingdom Come," produced by Maury Dexter and directed by Andrew D. McLaglen again gives Wills the kind of vehicle that best suits his genial, good natured and dignified talents.

LINDA HUTCHINGS SOUTHERN BELLE

Linda Hutchings, tall arresting 22-year-old cinema actress shares co-starring honors with Jimmie Rodgers, Chill Wills, and Luana Patten in the 20th Century-Fox CinemaScope DeLuxe Color version of "The Little Shepherd of Kingdom Come," Southern classic proven as one of the world's most beloved stories, opening at the Theatre.

Linda plays Margaret Dean, a Confederate belle with whom a Kentucky orphan boy (Jimmie Rodgers) falls in love. She returns his love, but is tragically separated from the "little shepherd" when the War Between the States breaks out and he chooses to fight on the side of the Union forces.

The role came to Linda as a challenge, since her only previous film had been "The Best of Everything," in which she handled a small assignment. Dramatic classes at the 20th Century-Fox New Talent School groomed her for a long-term contract with the studio and this role of major importance in "The Little Shepherd of Kingdom Come."

A Bit Of History

Silent screen star Richard Barthelmess made Hollywood history in 1928 as the Bible-quoting, dog-loving hero of the famous Southern classic, "The Little Shepherd of Kingdom Come." To keep the female fans happy, he allowed his hair to grow long and tousled, to simulate a fourteen-year-old Kentucky mountain boy, one of his greatest cinema triumphs.

When matinee idol Richard Barthelmess starred in "The Little Shepherd of Kingdom Come" in the Roaring Twenties, he shared a reunion which warmed the hearts of sentimental moviegoers the world over.

Co-starred with him was Molly O'Day, who had been his 17-year-old leading lady in the silent cinema "The Patent Leather Kid." The couple was billed as a romantic team, in a picture that became a milestone in the annals of Hollywood.

Molly O'Day, the original Melissa Turner in the 1928 version of "The Little Shepherd of Kingdom Come," was one of the first film stars to be given the full publicity treatment. She was a Wampus "baby" and widely publicized by the early press agents of a high-flown era in the history of motion pictures.

EXPLOITATION ALL-OUT FOR "LITTLE SHEPHERD"

EPIC OF SOUTH HAILED IN TV TRAILERS

One of the world's best-loved classics, "The Little Shepherd of Kingdom Come," based on the John Fox novel of Southland romance during the War Between the States, reaches us as a heartwarming motion picture with a built-in appeal for young and old. Your campaign for this extraordinary film, a 20th Century-Fox release in CinemaScope and DeLuxe Color, will be sparked by the use of three special TV-Trailers ready for your playdates in two 60's, two 20's, and two 10-second lengths. Jimmie Rodgers, the nation's top folk-singing idol, makes his screen debut as "the little shepherd," co-starred with Luana Patten and veteran character-actor Chill Wills, in a drama of young romance and high adventure against a battleground that changed the destiny of America. Order these stirring Trailers FREE from:

TV-RADIO DEPARTMENT
TWENTIETH CENTURY-FOX
444 West 56th Street
New York 19, N. Y.

RADIO SPOTS ON SOUTHLAND CLASSIC

A box-office boom can be created for your playdates on "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the famous Southland classic, by the astute use of four radio plugs. Two 20's and two 10-second spots tell the ingredients of this romantic adventure set in the perilous time of the War Between the States. Starring Jimmie Rodgers, America's folk-crooning favorite, in his screen debut, with Luana Patten and veteran character-actor Chill Wills, the film carries an appeal for the whole family as wholesome entertainment of the highest calibre. Order these dramatic radio spots FREE from:

TV-RADIO DEPARTMENT
TWENTIETH CENTURY-FOX
444 West 56th Street
New York 19, N. Y.

RODGERS CUTS PROMOTION DISC

Jimmie Rodgers, America's folk-singing idol and one of the hottest recording artists of recent years has cut a special promotional record for use as theatre lobby intermission music and radio tie-in on "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the Southland classic known around the world. Rodgers is making his screen debut in this heartwarming adventure-romance set against a dramatic era in American history. The special disc opens with Rodgers chatting about his first attempt at films after a successful TV and recording career. This is followed by his delivery of the title tune, another 30 seconds of "patter," and then the second song from the film, "When Love is Young." The record is a real plus in your campaign. Order it, along with your radio-spots, FREE from:

TV-RADIO DEPARTMENT
TWENTIETH CENTURY-FOX
444 West 56th Street
New York 19, N. Y.

DRAMATIC PRODUCTION TRAILER

Glimpses into the high adventure and tender romance of "The Little Shepherd of Kingdom Come" are available for your audiences in a skillfully blended Production Trailer of the 20th Century-Fox CinemaScope DeLuxe Color film based on the great fiction classic of the Southland. Use this exciting Trailer in your theatre to plug advance dates on a sure-fire combination of talent and entertainment for the entire family, featuring top folk-singer Jimmie Rodgers in his screen debut, with Luana Patten, Chill Wills, Linda Hutchings and a cast of hundreds against a background the entire South cherishes, a thunderous era that changed the destiny of a nation. This exciting trailer is available in plenty of time to create a want-to-see climate among your audiences. Order from:

NATIONAL SCREEN SERVICE

TELOPS SELL KENTUCKY ROMANCE HERALD JIMMIE RODGERS FILM DEBUT

- 1) To be used in conjunction with station I.D. 2) Not to be used in conjunction with Station I.D.



Announcer: (live) One of the most celebrated Southland novels of all time, now sweeps across the motion picture screen, capturing the drama of young love against the violence of a turbulent era in American history. "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color production, stars singing sensation Jimmie Rodgers in his film debut, with Chill Wills, Luana Patten and Linda Hutchings. Don't miss this unforgettable story of a Southern boy torn by the tragedies of a nation at war, opening at the Theatre.

Announcer: (live) See the heartwarming story of a Kentucky Mountain boy awakening to the warmth of first love, the thunder of war in the South's most romantic era, as 20th Century-Fox brings to the screen the CinemaScope DeLuxe Color production of the world-famous classic "The Little Shepherd of Kingdom Come." The adventure and tender passion that have made it one of the best-loved books of our time are brought to dramatic life in this great motion picture starring Jimmie Rodgers with Luana Patten, Chill Wills and Linda Hutchings, opening at the Theatre.

HOW TO ORDER:

- | | |
|--|--|
| 1) Specify whether you want the "Shared I.D." or "General" slides or telops. | With Theatre Playdate and Station Identification Information (Be Sure to Send All Information)\$6.00 |
| 2) Say whether it's slides or telops you want. This is up to your station's contact; let him decide. | |
| 3) If you order the "Shared I.D." include the call letters of the station involved, to be incorporated. This is essential. | Without Theatre Playdate and Station Identification\$5.00 |
| 4) Specify the title of the film—"The Little Shepherd of Kingdom Come." | Each Duplicate Copy of Any Slide or Telop\$2.50 |

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NEW YORK, N. Y.

THESE ARE NOT FURNISHED FREE BY TWENTIETH CENTURY-FOX

EXTRA EXPLOITATION TIPS

GIANT BOOK—"The Little Shepherd of Kingdom Come" is one of America's great fiction classics, a favorite of men, women and children since its publication more than half a century ago. To boost the 20th Century-Fox CinemaScope DeLuxe Color version of this heartwarming adventure-romance of the Southland, make up a giant book for lobby display, using our 1-Sheet Poster as a book-cover to give cast and credits on this memorable motion picture. Your giant book can be sent around town on a sound truck with the Jimmie Rodgers promotional record as an attention-getter for your theatre play-dates.

BLOCK PARTY—For your opening night on "The Little Shepherd of Kingdom Come" stage a Block Party with a Southern theme, inviting people to come in costumes derived from the Kentucky Mountain background of the film and from the "aristocratic South" of the big city in which the hero (Jimmie Rodgers) grows up. Offer prizes for the best costumes, perhaps a copy of the famous fiction classic.

DINNER IN SOUTHERN STYLE—Make a tie-in with local restaurants to feature a Special Southern Dinner every night during your theatre play-dates. Restaurant owners can buy up blocks of tickets and offer a bonus pass to every couple ordering the Southern Special during the run of the famous Southland classic "The Little Shepherd of Kingdom Come."

FASHION FIESTA—Ask your local dress and lingerie shops to feature Southern Belle fashions during the run of "The Little Shepherd of Kingdom Come." Full-skirted gowns, frilled blouses, crinolines, can entice the girls, especially if window displays of festive scenes of Southern Society are used from the film.

BOOK PLUG—A natural tie-in for your theatre playdates is the entire area of your local book market, since "The Little Shepherd of Kingdom Come" is one of the all-time favorites among American fiction classics. Arrange window-displays of the novel in local book stores and in the book sections of department stores, tied in with posters, accessories and stills from the film. Department stores can also be asked to play the Jimmie Rodgers recording in their book departments as an additional plug for the film. Ask your public library to display the classic prominently during your local run.

**IT'S JIMMIE RODGERS
AS THE FIGHTING
KENTUCKY
MOUNTAIN
KID!...**

**The LITTLE SHEPHERD
of KINGDOM COME**



America's
beloved novel
is on the screen
in
CINEMASCOPE
and
COLOR by DE LUXE

Hear JIMMIE Sing:
"LITTLE SHEPHERD
OF KINGDOM COME" and
"WHEN LOVE IS YOUNG"

STARRING **JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS**
co-starring **LINDA HUTCHINGS** • Produced by MAURY DEXTER • Directed by ANDREW D. McLAGLEN • Screenplay by BARRE LYNDON • Based on the Novel by John Fox, Jr.

S I G

MAT-301

**THE THRILLING ADVENTURE OF THE NAMELESS MOUNTAIN BOY
... WHO CAME OUT OF THE KENTUCKY HILLS TO CAPTURE
THE HEART OF THE SOUTH!**

Jimmie RODGERS · Luana PATTEN · Chill WILLS



At last
America's
beloved
novel is
on the
screen!

Hear
JIMMIE
sing:
"Little Shepherd
Of Kingdom Come
and
"When Love
Is Young"

co-starring
LINDA HUTCHINGS
Produced by
MAURY DEXTER
Directed by
ANDREW D. McLAGLEN
Screenplay by
BARRE LYNDON • Based on the novel by John Fox, Jr.

S I G

MAT-306

**JIMMIE RODGERS IS A FIGHTIN'... SINGIN'
LOVIN' MAN—LIVING THE GREAT ADVENTURE
OF THE SOUTH!**



**THE LITTLE SHEPHERD
OF
KINGDOM COME**

the
mountain
the girl he fo
is on the so
CINEMASCOPE
and **COLOR by DE LUXE**

Hear Jimmie Sing:
"LITTLE SHEPHERD
OF KINGDOM COME"
and
"WHEN LOVE IS YOUNG!"

STARRING **JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS**
co-starring **LINDA HUTCHINGS** • Produced by MAURY DEXTER • Directed by ANDREW D. McLAGLEN • Screenplay by BARRE LYNDON • Based on the Novel by John Fox, Jr.

S I G

**THE GREAT ADVENTURE THAT CAME OUT OF THE SOUTH
AND CAPTURED THE HEARTS OF MILLIONS!**

**JIMMIE
RODGERS**

living all the thrills and
excitement that turned
Kentucky into a battle-
field of scarlet!

**LUANA
PATTEN**

as the girl
with one
one lo



**THE LITTLE SHEPHERD
of KINGDOM COME**

The
beloved
novel of the
nameless
mountain boy
fighting to
make a name
for himself
is on the
screen!

Hear JIMMIE Sing:
"LITTLE SHEPHERD OF
KINGDOM COME" and
"WHEN LOVE IS YOUNG"

**CINEMASCOPE
COLOR by DE LUXE**
Produced by MAURY DEXTER
Directed by ANDREW D. McLAGLEN
Screenplay by BARRE LYNDON
Based on the Novel by John Fox, Jr.

S I G

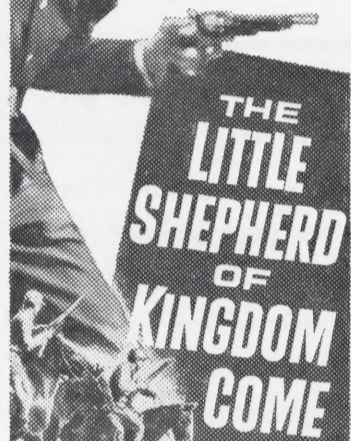
20th CENTURY-FOX

MAT 302

112 lines x 3 cols. (336 lines)
3 cols. x 8 inches

It's JIMMIE RODGERS

as the beloved
Kentucky
mountain kid
...living the great
adventure of
the Southland!



Now
it's on
the screen
in
CINEMASCOPE
and
COLOR by DE LUXE

Hear
JIMMIE sing:
"Little Shepherd
of Kingdom Come"
and
"When Love Is Young"

starring
**JIMMIE LUANA CHILL
RODGERS · PATTEN · WILLS**
co-starring LINDA HUTCHINGS
Produced by MAURY DEXTER Directed by ANDREW D. McLAGLEN Screenplay by BARRE LYNDON

S I G

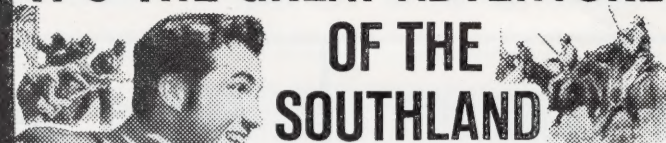
MAT-110

137 lines x 1 col.
1 col. x 9½ inches

MAT 303

111 lines x 3 cols. (333 lines)
3 cols. x 7⅞ inches

IT'S THE GREAT ADVENTURE OF THE SOUTHLAND



Hear Jimmie Sing:
"LITTLE SHEPHERD OF
KINGDOM COME" and
"WHEN LOVE IS YOUNG"

ALL THE THRILLS OF THE BELOVED NOVEL ARE ON THE SCREEN IN
CINEMASCOPE AND COLOR by DE LUXE

starring
**JIMMIE LUANA
RODGERS · PATTEN**

CHILL WILLS co-starring LINDA HUTCHINGS
Produced by MAURY DEXTER Directed by ANDREW D. McLAGLEN Screenplay by BARRE LYNDON

S I G

100 lines x 2 col. (200 lines)
2 col. x 7 inches

MAT-207

JIMMIE'S A FIGHTIN'...SINGIN'...LOVIN' MAN
— LIVING THE GREAT ADVENTURE OF
THE SOUTHLAND!



All the thrills of the beloved novel in
CINEMASCOPE and COLOR by DE LUXE

starring
**JIMMIE LUANA
RODGERS · PATTEN**
CHILL WILLS co-starring LINDA HUTCHINGS
Produced by MAURY DEXTER Directed by ANDREW D. McLAGLEN Screenplay by BARRE LYNDON

S I G

56 lines x 2 col. (112 lines)
2 col. x 4 inches

MAT-204



Hear JIMMIE Sing:
"Little Shepherd
of Kingdom Come"
and
"When Love Is Young"

28 lines x 2 col. (56 lines)
2 col. x 2 inches

MAT-202



JIMMIE RODGERS · LUANA PATTEN

Mat 2A

It's JIMMIE RODGERS
as the
KENTUCKY MOUNTAIN
KID!



At last the beloved
adventure...in
CINEMASCOPE
and
COLOR by DE LUXE

starring
**JIMMIE LUANA CHILL
RODGERS · PATTEN · WILLS**
co-starring LINDA HUTCHINGS
Produced by MAURY DEXTER Directed by ANDREW D. McLAGLEN Screenplay by BARRE LYNDON

S I G

70 lines x 1 col.
1 col. x 5 inches

MAT-105



LUANA PATTEN

Mat 1B



21 lines x 1 col.
1 col. x 1½ inches

MAT-102

14 lines x 2 col. (28 lines) 2 col. x 1 inch



14 lines x 2 col. (28 lines) 2 col. x 1 inch

MAT-201

COMING! ▶ **The LITTLE SHEPHERD
of KINGDOM COME** **CINEMASCOPE**
COLOR by DE LUXE

6 lines x 2 col. (12 lines) 2 cols. x ½ inch

MAT-206



14 lines x 1 col.
1 col. x 1 inch

MAT-101

**The LITTLE SHEPHERD
of KINGDOM COME**
CINEMASCOPE COLOR by DE LUXE
1 col. x ½ inch

MAT-103

SPECIAL AD MAT NO. 1: ORDER FROM NSS

POSTERS & ACCESSORIES



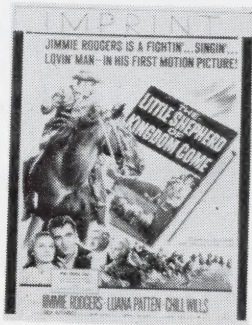
14 x 36 INSERT



22 x 28 PHOTO



1-SHEET



14 x 22 WINDOW CARD



3-SHEET



6-SHEET

ALSO AVAILABLE
11 x 14's • 8 x 10 B/W STILLS
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SERVICE LTD.**
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1000	9.25
2000	15.75
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4000	28.75
each addl. M	6.50



JIMMIE sings:
"Little Shepherd
Of Kingdom Come"
and "When Love Is Young"

All the thrills and excitement of the great classic... in
CINEMASCOPE and COLOR by DE LUXE



Starring: LINDA HUTCHINGS - Maury Dexter - Andrew D. McLaglen - Barre Lyndon
Directed by: MAURY DEXTER
Screenplay by: BARRE LYNDON
Based on the Novel by John Fox, Jr.

104 lines x 2 cols. (208 lines)
2 cols. x 7 1/2 inches

MAT-205

**Also Available
MAT 305**

158 lines x 3 cols. (474 lines)
3 cols. x 11 1/4 inches

SPECIAL POSTERS



30 x 40



40 x 60



40 x 60

ADVERTISING SUPPLEMENT

Morgan's Raiders...
 Against Union Brigade...
 Confederate Gray...
 Against Yankee Blue...

**THE HEART BEAT OF THE SOUTH
 SWEEPS ACROSS THE SCREEN!**



From Charleston to
 Richmond... from Lexington
 to the Kentucky hills... here
 is the thrilling adventure
 of the mountain kid—
 swept in the War
 between the States!

The **LITTLE SHEPHERD of KINGDOM COME**

STARRING

JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS



Hear **JIMMIE Sing** :
 "LITTLE SHEPHERD OF
 KINGDOM COME" and
 "WHEN LOVE IS YOUNG"

co-starring
LINDA HUTCHINGS

CINEMASCOPE COLOR by DE LUXE

Produced by MAURY DEXTER · Directed by ANDREW D. McLAGLEN · Screenplay by BARRE LYNDON · Based on the Novel by John Fox Jr.

S I G

MAT—307

166 lines x 3 cols. (498 lines)
 3 cols. x 11⁷/₈ inches

From Charleston to Richmond...
 from Lexington to the
 Kentucky Hills...

JIMMIE RODGERS

lives the adventure of the
 mountain kid swept up
 in the War between
 the States!



At
 Last
 The
 Beloved
 Classic
 Is On The
 Screen!

The **LITTLE SHEPHERD of KINGDOM COME**



Hear **JIMMIE Sing** :
 "LITTLE SHEPHERD OF
 KINGDOM COME" and
 "WHEN LOVE IS YOUNG"

20
 Century-Fox

CINEMASCOPE COLOR by DE LUXE

JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS

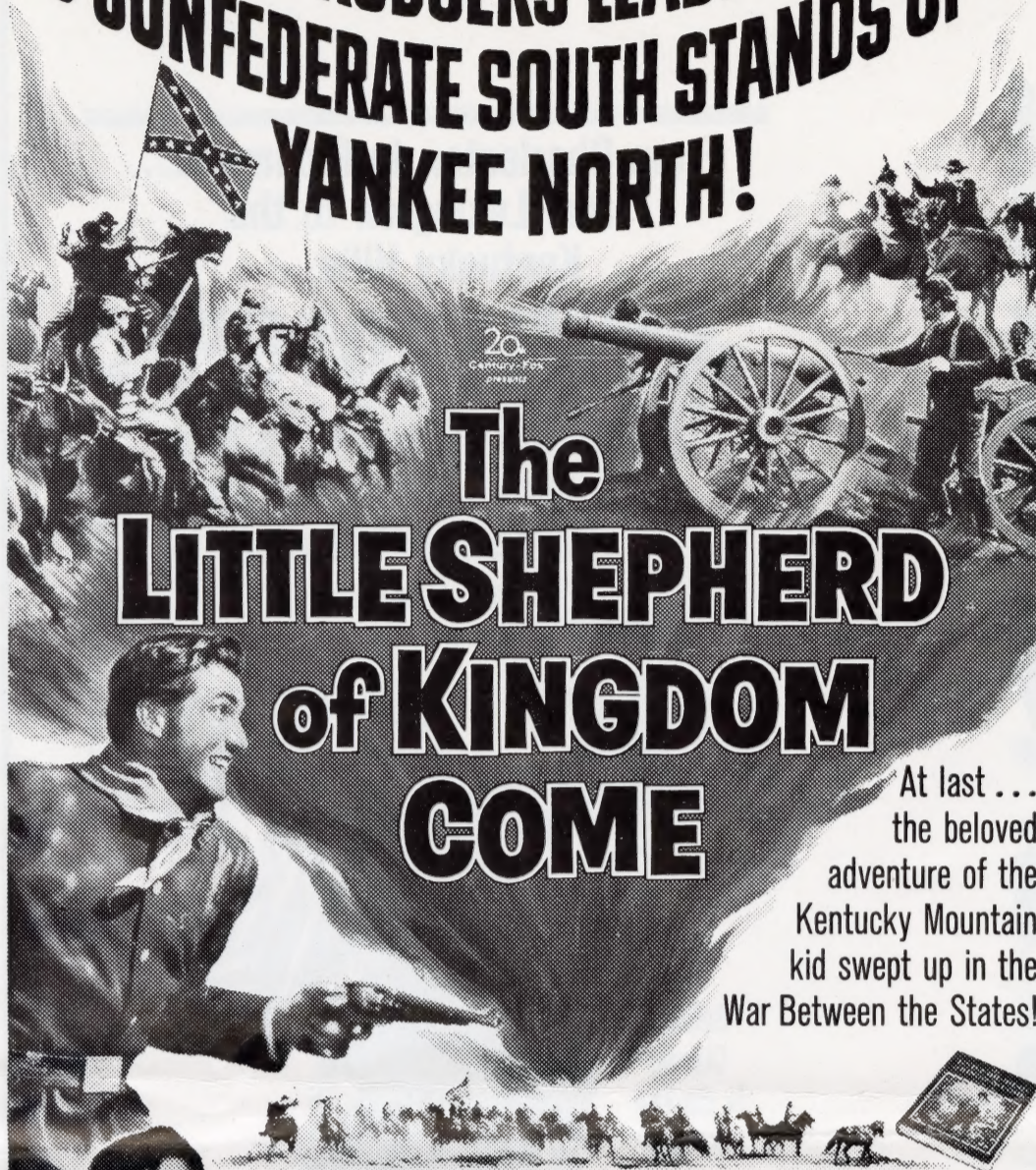
co-starring **LINDA HUTCHINGS** Produced by MAURY DEXTER · Directed by ANDREW D. McLAGLEN · Screenplay by BARRE LYNDON

S I G

MAT—208

155 lines x 2 cols. (310 lines)
 2 cols. x 11⁷/₈ inches

Morgan's Raiders' charged the Feds...
Cannons boomed in
Charleston Harbor...
**IT'S JIMMIE RODGERS LEADING THE WAY
AS CONFEDERATE SOUTH STANDS UP TO
YANKEE NORTH!**



**The
LITTLE SHEPHERD
of KINGDOM
COME**

At last...
the beloved
adventure of the
Kentucky Mountain
kid swept up in the
War Between the States!



starring **JIMMIE LUANA CHILL
RODGERS · PATTEN · WILLS**

co-starring **LINDA HUTCHINGS**
Produced by MAURY DEXTER · Directed by ANDREW D. McLAGLEN · Screenplay by BARRE LYNDON
Based on the Novel by JOHN FOX Jr.

CINEMASCOPE COLOR by DE LUXE

S I G

MAT—308

136 lines x 3 cols. (408 lines)
3 cols. x 9¾ inches

ADDITIONAL RADIO PLUGS

Four additional radio plugs are available, in addition to those already listed on "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color adventure-romance starring Jimmie Rodgers, Luana Patten and Chill Wills. These consist of two 60's and two 30-second spots and can be ordered FREE. They contain excerpts of Jimmie Rodgers, America's top folk-singing favorite, singing the title song. Order today from:

TV-RADIO DEPARTMENT
TWENTIETH CENTURY-FOX
44 West 56th Street
New York 19, N. Y.

**JIMMIE RODGERS DISC
HITS NATION'S TOP POLLS**

Jimmie Rodgers, America's folk-singing idol, and one of the hottest recording artists of recent years, has cut an additional record for Roulette to supplement the promotional disc on "The Little Shepherd of Kingdom Come," 20th Century-Fox CinemaScope DeLuxe Color version of the Southland classic known around the world. The title tune sung by Rodgers, plus "When Love Is Young," appear in a back-to-back commercial record that is already sweeping to top popularity among the millions of Rodgers fans around the nation. Your local distributor has this sparking Rodgers combo which can be used to great promotional advantage during your theatre playdates as lobby music and disc jockey material on local radio stations.

The cry of Dixie rings out!
The cannons boom in
Charleston harbor!
**THE WAR BETWEEN THE STATES
BLAZES ANEW!**



It's
**JIMMIE
RODGERS**
living the great
adventure of
the Southland!

**The
LITTLE
SHEPHERD
of KINGDOM
COME**

starring **JIMMIE RODGERS · LUANA PATTEN · CHILL WILLS**
co-starring **LINDA HUTCHINGS** Produced by MAURY DEXTER · Directed by ANDREW D. McLAGLEN · Screenplay by BARRE LYNDON

S I G

MAT—209

97 lines x 2 cols. (194 lines)
2 cols. x 6¾ inches

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with support from Matthew and Natalie Bernstein.**



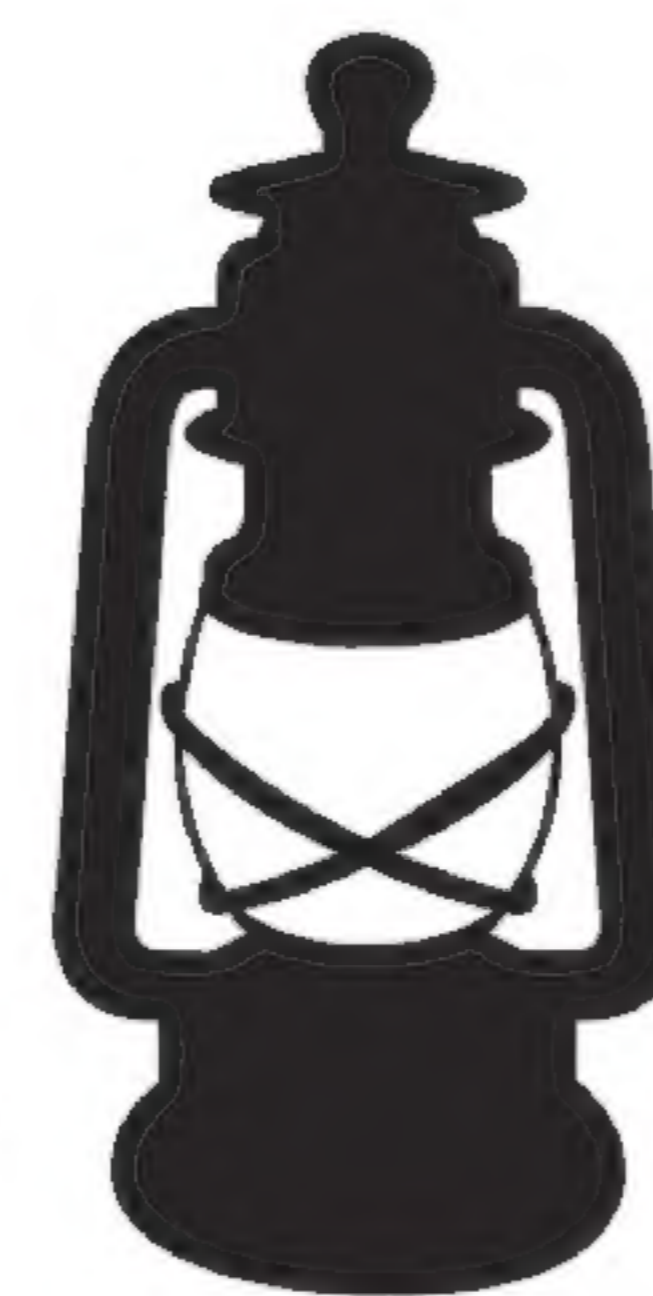
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